



Citizens Clean Elections Commission Report to Commissioners Dec. 16, 2003

You'll find in your packets a bar graph illustrating the public relations and marketing progress L3 and Barclay Communications have made thus far. This morning we will provide you with an update on our efforts:

- **Media Relations:** Barclay continues to work with media across the state to secure opportunities for the CCEC. Currently, Barclay is working on a statewide media pitch to educate Arizonans on the \$5 qualifying contribution process, preparing them for the candidates who will soon be knocking on their doors.
- **Speaking Engagements:** Per the chart, 43 speaking opportunities have been secured thus far at locations across Arizona. Barclay is currently working to book speaking engagements for 2004.
- **CPA Outreach:** Working closely with Autumn, Barclay and L3 implemented an educational outreach to CPAs across Arizona. We have distributed informational brochures & letters to CPAs notifying them of the dollar-for-dollar tax credit and the \$5 check-the-box tax credit. The outreach also included an article in an e-mail newsletter to 4,500 CPAs across the state. A letter went out to all previous dollar-for-dollar tax credit donors and ads were run in newspapers as well as CPA magazines.
- **School Outreach:** Autumn recently took part in a presentation to a political science class at the University of Arizona. Other opportunities at universities and community colleges throughout Arizona are being examined. In addition, Barclay is in the midst of scheduling presentations to high school upperclassmen. Autumn will kick-off this outreach with a ½ day presentation to government classes at Flagstaff's Sinagua High School. In January, we will travel to Apollo High School in Glendale for a ½ day presentation. Other similar opportunities are in the process of being confirmed.
- **News Releases:** To date, 11 news releases have been developed and released.
- **Civic Events:** Barclay helped secure involvement and represent the CCEC at five public events during 2003, including our most recent involvement in the Tucson Family Fiesta. Barclay is currently researching civic events for 2004.

- **Promotions:** L3 and Barclay provided a revised budget for the CCEC's upcoming grassroots marketing efforts on Monday, Nov. 24. Autumn, Barclay and L3 are in the process of moving forward with these efforts.
- **Research:** Barclay has received recommendations for secondary research for the CCEC. These recommendations include focus groups or additional surveys. Barclay to work with Behavioral Research Center to find an option that will fit within budgetary guidelines.
- **Youth Sports Involvement:** Barclay is working on several opportunities for CCEC participation with the Arizona Youth Soccer Organization. In conjunction with Autumn, Barclay has picked several aspects of participation and budgeted for these. Engaging in this type of arena will allow the CCEC to hit a demographic that was shown as not being as knowledgeable about the Act as other demographics across the state. The CCEC will also be able to provide a brief article, quarterly, for inclusion in the Youth Soccer Organization newsletter.
- **Account Management:** Barclay continues to provide Autumn with a weekly activity report. We also participate in a weekly work meeting. Barclay will begin providing the Commissioners with a monthly activity report at the end of each month, starting December 31, 2003.

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